

***CUSTOMER INFORMATION
MANAGEMENT INFRASTRUCTURE AND METHODS***

Abstract of the Disclosure

A customer information management infrastructure comprising an integrated customer
5 information store having a multiplicity of customer information sets, each corresponding to
one of a multiplicity of customers. Responsive to each of a multiplicity of substantially
simultaneous service requests, each pertaining to a selected customer, the customer
information set corresponding to the selected customer determines a set of interactions
between a user and the infrastructure, and a set of interactions among components of the
10 infrastructure. The infrastructure provides a large enterprise, such as a retail bank, with the
ability to handle a large number of substantially simultaneous service requests from each of a
large number of customers, and to base, for example, the availability of service requests to
each customer, the presentation of available service requests to each customer, and the steps
used to carry out each service request selected by each customer, on a large amount of
15 information about that particular customer.